

# *Navionics*

## ■ Company Bio

- Introduction
- Navionics Group

## ■ Product Line

- Offshore
- Inland

# *Introduction*

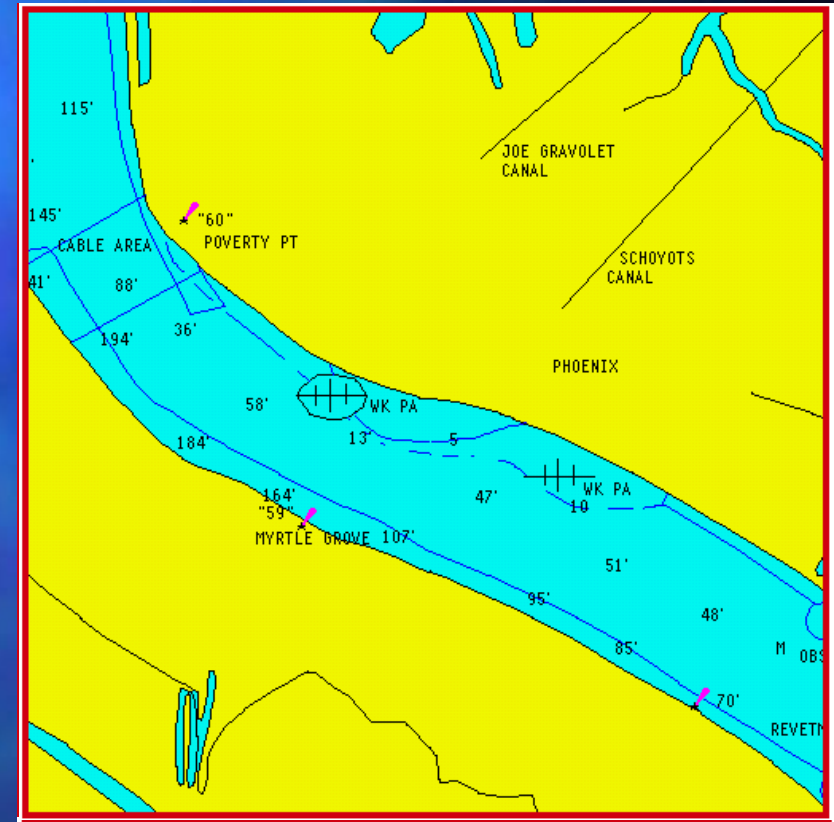
- Founded in 1983
- Privately owned and managed by founder
- Produced first commercial electronic chart
- Over 13,000 charts and port plans digitized throughout the world

# *The Navionics Group*

- Research & Development, Production
  - Navionics Inc.-Wareham, Massachusetts
  - Navionics S.p.A.-Viareggio, Italy
  - Navionics Technology-Hyderabad, India
- Sales & Marketing
  - USA, Europe and Australia

# *Cartography: The Products*

- ECDIS Market
  - NENC data (Europe)
    - Developed with 7C's
- PC Market
  - Seamless+ Data
- Chart Plotter Market:
  - XL Charts - Offshore
  - HotMaps – Inland



10 Nautical Miles



# *Navionics HotMaps*

- Created with private paper maps as data source
- Targeted to serve the needs of the inland recreational boating markets

# *Navionics HotMaps*

## ■ Advantages

- Seamless database
- Vectorized data
  - More flexible data display
  - More efficient use of memory
- Cost benefit for consumer
  - Products bundled to keep cost per lake coverage low

# *Navionics HotMaps*

## ■ Limitations

- Incomplete coverage
- Inconsistent data quality
  - Geo-referencing
  - Map scale
  - Map information
- Cost factor
- Multiple data sources

# *Navionics*

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